

Kentucky

Nutrition and Physical Activity Program to Prevent Obesity and Other Chronic Diseases

<http://www.fitky.org/>

The Epidemic

63% of Kentucky adults are obese or overweight. (CDC BRFSS, 2002)

24% of non-Hispanic white adults, 39% of non-Hispanic black adults, and 20% of Hispanic adults in Kentucky are obese. (CDC BRFSS, 2002)

30% of Kentucky high school students are overweight or at risk of becoming overweight. (CDC YRBSS, 2003)

35% of low-income children between two and five years of age in Kentucky are overweight or at risk of becoming overweight. (CDC PedNSS, 2002)

The obesity rate for Kentucky adults doubled between 1990 and 2002. (CDC BRFSS, 1990, 2002)

Recent Accomplishments and Products

- “Tweens” is a pilot social marketing intervention targeting behavior change among children between the ages of 9 and 13. Six behaviors have been identified as priorities:
 - Increased physical activity in schools
 - Increased physical activity in community settings
 - Increased parental involvement
 - Reduced sweetened beverage consumption
 - Reduced meal portion sizes
 - Increased breakfast eating
- “Loving Support” breastfeeding media campaign (with KDPH Nutrition Services Branch)

New Partners

Commonwealth Health Bowling Green
Fit Louisville
Kentucky Association of County Officials
Kentucky Assoc. of Health Dept. Administrators
Kentucky Department of Agriculture
Kentucky Public Health Association
Southeast Dairy Council
United Auto Workers-Ford
U. of Kentucky Extension Office
U. of Kentucky Rural Health-Hazard

Program Priorities

The Obesity Prevention Grant Steering Committee has begun work to organize the state process of developing a plan even as new members are being added to the steering committee. The plan will follow the best practices identified by CDC’s Division of Nutrition and Physical Activity and other experts and will take advantage of the many resources already existing in communities throughout Kentucky. Cities that have their own health initiatives are being identified and the obesity program is networking with them we are networking with them.

The overarching goal of the nutrition and physical activity program is to transform the way agencies and organizations throughout Kentucky cooperate to reduce obesity and other chronic diseases.

Upcoming Events and Products

- A State Physical Activity, Nutrition and Obesity Prevention Plan
- A logic model for the obesity prevention program
- Implementation of “Tweens” intervention in Fayette County
- Implementation of the “5 A Day Power Play” in elementary schools

Project period: 2003-2008

Year First Funded: 2003

Funding stage: Capacity building

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